Nip & Tuck

Cosmetic surgery is accessible to more people than ever before. 51,000 British people opted for an array of procedures in 2015 alone, a 12.6% rise from the previous year and demand is still growing. As medical advancements are made and technology improves, there will be an even wider array of options for patients in 2017.

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During 2016 we saw the beginnings of changes to traditional trends in cosmetic surgery. Gone are the large implants popular in the early 2000’s and a new era of natural beauty is being ushered in, with 90% of patients now requesting a natural look. Working for a national cosmetic surgery provider means we receive many different types of enquiries from across the country. What we find most interesting is how different regions, have very different requirements and procedures. MyAesthetics Ltd, the proud parent company of Safety in Beauty Award winning ‘MyBreast’ looks at the top trends we predict will be popular across the Yorkshire region in the coming year.

Copacabana Chic - Brazilian butt lifts - fat injections that add volume to the buttocks - originally rose to fame with the likes of celebrities such as Jennifer Lopez and Kim Kardashian. There was a 280% increase in Brazilian butt lifts from 2011 to 2015, according to the American Society for Aesthetic Plastic Surgery and enhanced derrières are by all accounts still the must-have accessory of 2017. Brazilian abdominoplasties (tummy tucks) are also set to be popular this year. It is like the traditional abdominoplasty technique, as the same amount of surplus skin is removed and the tummy button or umbilicus is repositioned. However, all the undermining is achieved by careful liposuction. This puts more emphasis on recontouring the abdomen than on tissue excision, avoiding multiple drains, so it can often be carried out in a day.

The natural boob job - We’ve noticed an upturn in women wanting smaller implant sizes with a natural finish. The average implant size is reducing from around 300cc to between 300 - 400cc in clinics. While the days of rock-hard Playboy Bunny boobs are falling out of fashion, they’re also falling out of the realm of possibility because of the latest innovations guaranteeing better results. Implants are being placed under the muscles (dual-plane) to disguise the upper edge of the implant, and there is even an increasing trend towards teardrop shaped "anatomical" implants. We are also receiving mounting requests for fat transfer procedures, which can be performed under local anesthesia. The operation involves fat being liposuctioned from one part of the body and injected into another part. There are multiple reasons why women opt for a fat transfer over implants and the main is that in addition to fuller breasts, however you also get a more contoured body. Also, the fat is obviously your own so there’s peace of mind knowing there isn’t a foreign object inside you.

‘Dad bod,’ be gone - We expect to see a continued increase in men requesting cosmetic surgery in 2017. According to the American Society of Plastic Surgeons, men now account for a massive 40% of breast reductions in the United States and we’re seeing this trend increasing across the UK too. The operation was dramatically improved when the industry devised a way of removing breast tissue through tiny wounds in the armpits, enabling healing with virtually no scar. Previously, surgery would leave an obvious scar on the chest and often some deformity. The male public are moving back towards traditional procedures, with a proven track record such as facelifts and liposuction, which remain as the gold standard for facial rejuvenation and body and neck contouring. A new liposuction trend, for men in 2017 is abdominal etching. This involves a small amount of fat being removed from the stomach in a straight line from the belly button upwards, and creates a crease in the stomach, emphasising the sought-after six-pack.

The Benjamin Button Club - The original windswept Hollywood facelifts of the 80’s (where the face was pulled back towards the ears) have been replaced with techniques that lift the facial tissues upwards, reversing the descent of facial and neck tissues that occurs with age. Many across Yorkshire are seeking the glowing, plumped-up appearance of youth and fat injections have become popular to achieve this. Fat transfer can be done to areas of the face as a stand-alone procedure and in conjunction with facelift surgery. Adding fat restores lost volume, fills in lines and wrinkles, and gives skin a glow.

In eyelid surgery, there has been a shift away from removal of fat around the eye, which often gives a sunken, hollowed out appearance. Instead fat is sculpted, repositioned or added around the eyelid, along with muscle excision and tightening. It’s predicted to become an easier process in 2017 through a microneedle injectable process (ALMI) with little to no downtime using a patient’s own fat.

Tread with care - Overall, the outlook for 2017 in the world of body enhancement surgery appears to be mixed. More than ever patients are empowered with choices to achieve the results they want and the industry continues to thrive. Demand is high, but in some cases, so is the risk.

It’s important for patients to have realistic expectations and not be swayed by offers or deals. Research the treatment, and read reviews to make sure you pick the right practice for you. Your surgery should only be performed by fully accredited plastic surgeons who are members of either BAAPS or BAPRAS, which are the representative bodies for maintaining excellent industry standards.

For further information please visit www.myaesthetics.uk